

U.S. Department  
of Transportation

United States  
Coast Guard



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United States Coast Guard

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COMDTNOTE 5780  
DEC 12 2002

COMMANDANT NOTICE 5780

CANCELLED: DEC 11 2003

Subj: 2002 CHIEF JOURNALIST ALEX HALEY AND COMMANDER JIM SIMPSON AWARDS

Ref: (a) Public Affairs Manual, COMDTINST M5728.2C

1. PURPOSE. This Notice solicits participation in the 2002 JOC Alex Haley and CDR Jim Simpson public affairs awards.
2. ACTION. Area and district commanders, commanders of maintenance and logistics commands, integrated support commands and headquarters units shall ensure widest dissemination. Submissions must reach Commandant (G-IPA-5) by 1 March 2003. Unit commanders are strongly encouraged to seek recognition for their collective achievements and individual accomplishments in telling the Coast Guard story. Internet release authorized.
3. DISCUSSION.
  - a. The JOC Alex Haley and CDR Jim Simpson public affairs awards encourage and reward Coast Guard-wide participation in public affairs. Over the years, the Coast Guard has enjoyed a tremendous increase in mainstream visibility due to the exceptional efforts of Team Coast Guard and individual Service members.
  - b. The JOC Alex Haley Award, named in honor of the Coast Guard's first chief journalist and renowned author, recognizes the accomplishments of individual service members whose published articles and photographs effectively told the story of our Coast Guard.
  - c. The CDR Jim Simpson Award is named for the first press assistant to the Commandant. It recognizes excellence in a unit's overall efforts to communicate the Coast Guard's message to the American public. These efforts encompass the three main activities that comprise a public affairs program – media relations, community relations and an internal information program.

DISTRIBUTION – SDL No.

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NON-STANDARD DISTRIBUTION:

4. ELIGIBILITY.

- a. JOC Alex Haley Award. All members of Team Coast Guard are encouraged to participate. Entries will be divided into four categories: Author, Public Affairs (Officers and Specialists); Author, All Others; Photographer, Public Affairs (Officers and Specialists); and Photographers, All Others.
  - (1) Public affairs officers are those officers formally trained and assigned to headquarters, area, or district public affairs officer billets during the competition year. Specialists are graduates of the Coast Guard's Public Affairs Specialist "A" School.
  - (2) Since conducting public affairs is not their primary responsibility, unit collateral duty public affairs officers and graduates of the five-day Coast Guard Public Affairs Course will be entered in the "all others" category.
- b. CDR Jim Simpson Award. All Coast Guard units are eligible and encouraged to participate. Units with assigned public affairs specialists will be evaluated separately from units without assigned public affairs specialists. Units in which a Public Affairs Detachment (PADET) is co-located will be considered as units without assigned public affairs specialists so long as the unit's personnel are primarily responsible for its public affairs achievements.
  - (1) Commandant (G-IPA) will categorize units by size. The number of active-duty military personnel assigned to the unit will determine unit size. Many units effectively employ reservists and auxiliarists and rely heavily on these staffing resources to assist in their public affairs efforts. However, to fairly determine the sizes of all Coast Guard units, these members are not available full-time and will not be included to determine unit size.
  - (2) The exact number of competition categories is solely dependent upon the number of submissions. Commandant (G-IPA) will make every effort to categorize units with like units to provide an equitable opportunity for success.

5. JUDGING. Judging will be conducted at Coast Guard Headquarters during March 2003. Commandant (G-IPA) will select a five-person panel to evaluate award entries. The panel may include, but is not limited to, Coast Guard active duty and reserve service members, auxiliarists, Defense Information School instructors, and members of academia, civilian media and professional organizations. Criteria for panel selection will be professional experience and the ability to evaluate submissions objectively. Refer to enclosure (1) for specific judging criteria.

/S/ K. J. ELDRIDGE  
Rear Admiral, U.S. Coast Guard  
Assistant Commandant for Governmental and Public Affairs

Encl: (1) 2002 JOC Alex Haley and CDR Jim Simpson Awards criteria

## 2002 JOC Alex Haley and CDR Jim Simpson Awards

This document discusses eligibility, submission and judging criteria for the 2002 JOC Alex Haley and CDR Jim Simpson public affairs awards.

The JOC Alex Haley Award recognizes the special achievements of individual authors and photographers whose works have further communicated the Coast Guard story. To be considered, these works must have been published in internal and/or external publications. The CDR Jim Simpson Award recognizes excellence in a unit's overall public affairs program to encompass efforts in media relations, community relations and internal information.

These awards are designed to encourage and reward Coast Guard-wide participation in conducting our important public affairs mission. The Coast Guard's success depends in great measure upon the American public understanding and supporting our missions. Consequently, our Service needs every member to continue to tell the Coast Guard story.

We have already enjoyed great successes. Due to the outstanding efforts of Team Coast Guard and the efforts of many individual Service members, our Service has experienced a dramatic increase in mainstream exposure, name recognition and public support. Fruits of these efforts include depiction in numerous blockbuster Hollywood films, cable television documentaries and reality-based television programs over the past several years.

Use this document to assist you in completing your submission packages. Good luck!

### JOC Alex Haley Award

**Background.** The JOC Alex Haley Award is named in honor of the Coast Guard's first chief journalist and renowned author. It recognizes individual authors and photographers who have had articles or photographs communicating the Coast Guard story published in internal and/or external publications.

#### **Eligibility.**

1. This competition is open to individual active duty, reserve, civilian, auxiliary and family members of Team Coast Guard.
2. Entries will be divided into four categories: Author, Public Affairs (Officers and Specialists); Author, All Others; Photographer, Public Affairs (Officers and Specialists), and; Photographer, All Others.
  - a. Public affairs officers are those officers formally trained as, and assigned to headquarters, area or district public affairs officer assignments during the competition year. Specialists are graduates of the Coast Guard's Public Affairs Specialist "A" School.

- b. Since conducting public affairs is not their primary responsibility, unit collateral duty public affairs officers and graduates of the five-day Coast Guard Public Affairs Officer Course (COPAC) will be entered in the “all others” category.

**Submission criteria.** All submissions must reach Commandant (G-IPA-5) no later than 1 March 2003. All works – defined as photographs and articles – must have been published during calendar year 2002.

1. Definition.

- a. Articles. An article refers to any published material that tells the Coast Guard story in internal or external publications – newspapers, magazines, etc. Examples of articles include, but are not limited to, a story publicizing a Coast Guard operation (rescue case, drug bust, etc.), an informational or policy piece (Marine Transportation System, boating safety, etc.) or human-interest feature (sports features, unique jobs/hobbies, etc.).
- b. Photographs. Photographs refer to any original still image depicting the Coast Guard or its service members in action and published in internal or external publications. Video will not be considered.

2. Criteria.

- a. Authors and photographers must submit their entire repertoire of works published throughout the competition year as a single entry.
- b. Authors should submit clean 8.5x11-inch photocopies of published tear sheets (clippings). These photocopies will be further photocopied and disseminated to the judging panel to read prior to the panel convening. Therefore, authors are encouraged to do their best to fit at least a 1/5-inch border of white space around their original tear sheets. All submissions will be returned.
- c. Photographers should make every effort to submit original tear sheets of published photographs because photocopies cannot adequately duplicate a published image. Additionally, photographers should submit an original color print (minimum size is 5” X 7”). All original imagery will be scanned into the Coast Guard’s imagery database. Commandant (G-IPA) will make every effort to ensure photographers are properly credited each time their images are published. All submissions will be returned.
- d. An index card must be taped to the back of each submission. The index card must list the author’s or photographer’s name, unit, unit address and telephone number, work email address, entry category (e.g. “Photographer, Public Affairs”, “Author, All Others”, etc.), publication name(s) and issue date. Additionally, individuals must include the sequential number of the tear sheet along the top right corner of the index card (e.g. “Page 3 of 6”).

**Judging.** Judging will be conducted at Coast Guard Headquarters during March 2003. Commandant (G-IPA) will select a five-person judging panel to evaluate JOC Alex Haley Award entries. The panel may include, but is not limited to, Coast Guard active duty service members, Reservists and Auxiliarists, Defense Information School instructors, and members of academia, civilian media and professional organizations. Criteria for panel selection will be professional experience as an author, photographer or public affairs officer. The panel will select one First-Place entry and two Honorable Mentions for each of the four categories. Finalists' names will be published in an ALCOAST and plaques will be awarded for First Place and each Honorable Mention.

1. Articles. The judging panel will objectively evaluate all article submissions based upon the following criteria.
  - a. Content/technical merit. How well written is the published article? (This assumes that all publication editors are professional editors and any changes from the original article were made to improve the article for publication.) The judging panel will evaluate the article's ability to answer who, what, when, where, why and how; transitions between ideas; use of attribution to strengthen key points or opinions; and use of descriptive writing to creatively tell the story and maintain reader interest.
  - b. Topic relevance. Measures subject significance – the degree to which the published articles contribute to the success of our Service. Examples of articles with greater relevance include articles discussing workforce shortages, Homeland Security, Deepwater, the Marine Transportation System, SAR system enhancements, etc.
  - c. Audience/Message impact. Measures the significance of a publication's circulation, frequency and audience (external or internal), as well as how widely a single article was published. An example of high audience impact is an article published in a large city daily newspaper or a single article published in several external newspapers or magazines. Examples of articles with greater audience significance include an article discussing boating safety in coastal community newspapers and articles discussing fishing vessel safety issues in commercial fishermen's trade publications.
2. Photographs. The judging panel will evaluate all photographic submissions based upon the following criteria.
  - a. Technical merit. How technically sound is the image? The judging panel will evaluate the image's focus, exposure, composition – creative use of rule of thirds, angles, leading lines, etc. – and use of artificial light.
  - b. Emotional impact. Measures how well an image elicits an emotional response or shows Coast Guard people doing Coast Guard things.
  - c. Audience/Message impact. Measures the significance of a publication's circulation, frequency and audience (external or internal), as well as how widely a single photograph was published. An example of high audience impact is a photograph

published in a large city daily newspaper or a photograph published in several external newspapers or magazines.

## CDR Jim Simpson Award

**Background.** The CDR Jim Simpson Award is named in honor of the late public affairs officer who is best known for his efforts to promote the Coast Guard through the news media. It recognizes a unit's excellence in its entire public affairs program – media relations, internal information and community relations.

**Eligibility.** All Coast Guard units are eligible and encouraged to participate. Units with assigned public affairs specialists will be evaluated separately from those units without assigned public affairs specialists. Those units in which a Public Affairs Detachment is co-located will be considered as units without assigned public affairs specialists so long as the unit's personnel are primarily responsible for earning its public affairs achievements.

1. Commandant (G-IPA) will categorize units by size. The number of active-duty military personnel assigned to the unit will determine unit size. Many units effectively employ Reservists and Auxiliarists and rely heavily on these staffing resources to assist in their public affairs efforts. However, to fairly determine the sizes of all Coast Guard units, these members are not available full-time and will not be included to determine unit size.
2. The exact number of competition categories is solely dependent upon the number of submissions. Commandant (G-IPA) will make every effort to categorize units with like units to provide an equitable opportunity for success.

**Submission criteria.** Entries must reach Commandant (G-IPA-5) no later than 1 March 2003. Submissions should effectively depict a unit's overall public affairs program and provide support material as evidence of their media relations, internal information and community relations efforts. Examples of media relations may include press releases with accompanying newspaper tear sheets (clippings). Examples of internal information include plans of the day/week or articles published in *Coast Guard* magazine. Examples of community relations include a listing of community programs that the unit supports or letters of appreciation from special interest groups. All submissions will be returned after judging.

1. Units should submit their entry packages in only one binder. Submission binders shall be no wider than two (2) inches. The front cover to the binder must identify the submitting unit and be labeled "2002 CDR Jim Simpson Award." The front cover will not be judged on appearance.
2. Unit commanders should address a basic letter to Commandant (G-IPA) as the first page to the submission binder. This letter should include the following information.
  - a. The total number of active duty officers and enlisted members assigned to the unit;

- b. The unit's public affairs program goal(s), if identified. How the unit measured the success of its program (i.e. outcome versus output). And identify any areas in which the unit improved its public affairs efforts and results during the competition year.
  - c. Introduce what public affairs campaigns, if any, the unit conducted to educate, inform or raise awareness concerning specific issues. Since campaigns may cross all three public affairs activities, support material may be included in several sections to the binder. These sections will be discussed in greater detail in following paragraphs.
  - d. The audience size of the local and surrounding communities; and,
  - e. Any significant accomplishments, issues or events, and any other important information you wish to highlight for the judging panel. You will find additional discussion ideas throughout the remaining submission and judging criteria.
3. The binder should be divided into three (3) sections, each clearly labeled as "Media Relations," "Internal Information," "Community Relations". Additionally, unit Web sites are a significant information dissemination vehicle and cross all three elements of public affairs. Should a unit publish an active Web site, evidence of such should be included in a fourth section labeled as "Web site". A list of bullets that summarize a unit's accomplishments should begin each section.
4. Media Relations section. All units are encouraged to leverage the news media to improve external outreach efforts and raise Service visibility. The news media is the most cost-effective and quickest means to reach a broad segment of the American public. Evidence of a unit's media relations initiative is the frequency of which the unit pursues opportunities to tell its story and whether a Coast Guard spokesperson or original video was used in television news stories. Units should begin this section with a brief summary of its media relations initiatives and accomplishments and include a copy of the unit news release log, should a unit use one to track its releases. The following addresses submission criteria for specific support material.
- a. Newspaper or magazine tear sheets may comprise the majority of the Media Relations section. Submit clean 8.5x11-inch photocopies of newspaper or magazine tear sheets. Do not submit originals. For those tear sheets generated from unit news releases, attach the accompanying news release to the corresponding tear sheet. Doing so will provide a more accurate measure of unit-generated media coverage.
  - b. Television news clips. On only one (1) VHS videotape, compile no longer than a 10-minute sampling of significant television news events during the year. Editing skills will not be evaluated. Provide a variety of news clips that supports all of the unit's missions. Avoid multiple news clips of the same story; select only the best news clip (e.g. the clip with original CG video or spokesperson may be best). In order to provide as many clips into a 10-minute sampling as possible, it's not necessary to include entire news clips. The following are specific submission criteria.

- 1) Tapes must be clearly labeled with unit name, “2002 CDR Jim Simpson Award” and should list total running time of tape.
  - 2) To supplement the videotape, include a log of stories covered on the tape in the “Media Relations” section of the binder as well as other television news stories that didn’t make the tape. If possible, the log should include the date the story aired, the news station or network identity (Ex.: WPVI-Ch.6, CBS Evening News) and whether a Coast Guard spokesperson or original video aired.
- c. Radio. Radio is a valuable medium for raising Coast Guard visibility, especially during morning and evening drive times – the two prime radio listening hours. Additionally, some radio stations host public forums to educate their listening public of issues that affect them. Examples include political gabfests and boating safety discussions. Units may submit a compilation audiotape or compact disc of radio events or it may include a written record of these radio events in the absence of a tape or compact disc.
- d. Public affairs campaigns. Units conducting active public affairs programs may develop campaigns to raise awareness concerning a specific issue. These campaigns are typically conducted in advance of an event or media query, but may rely heavily upon the news media to disseminate that message. Evidence of public affairs campaigns to include in the media relations section may include press kits with unit produced or edited video and letters to news media features producers.
- e. Additional items that may be included in the “Media Relations” section include public affairs plans, marketing strategies, public affairs after-action reports and public affairs guidance.
5. Internal Information section. A brief summary of a unit’s internal information accomplishments should begin this section. Internal information activities are those services or tools the unit utilizes to keep service members and their families informed. Support material should be limited to unit-produced events or programs. Internal information products or services may include, but are not limited to, the following items.
- a. Internally published articles or photographs. If a unit member’s articles or photographs were published in *Coast Guard* magazine, a district publication or any other internal publication, the unit should submit tear sheets (clippings). These tear sheets must identify the publication and date of issue. Internally published news and feature articles that were not authored by someone assigned to the submitting unit will not be considered.
  - b. Plans of the Day/Week. Units can submit a sampling of its POD/POW and should mention the frequency of POD/POW publication. To conserve valuable binder space, only submit a limited sampling of POD/POWs and use the brief summary leading this section for further discussion.



- c. Public affairs campaigns. Public affairs campaigns may include awareness initiatives that speak directly to internal customers – the Coast Guard family. Examples of public affairs campaigns include feature or educational stories concerning a significant policy change that affects all Coast Guard family members.
  - d. Other internal information events or tools include family cruises, spouses' luncheons, prayer breakfasts, ombudsman newsletters, web site pages, and morale or photo bulletin boards. If hard copy samples of these examples are not available, the unit should mention these activities in the brief summary introducing the Internal Information section.
6. Community Relations section. A brief summary of a unit's community relations accomplishments should begin this section. Community relations activities include all events or tools the unit utilizes to portray the unit -- and its members and families -- as integral and integrated members of the local community. Examples of community relations activities include, but are not limited to the following items.
- a. Inclusion as a member of the local Chamber of Commerce and participation in Chamber-sponsored events. Managing an active Speakers Bureau, Armed Forces Day events and unit open houses are excellent opportunities to foster public goodwill and raise service visibility. Volunteering as coaches for local sporting teams, as well as participation in partnership in education programs, the service's First Book national charity initiative and local Scouting organizations. Although evidence to support participation in these activities may be difficult to capture in hard copy, units should consider listing these activities in the summary portion of the community relations section.
  - b. Public affairs campaigns. Public affairs campaigns may include awareness initiatives that speak directly to the local community or a specific group of publics in a local community. An example of a community awareness campaign includes a boating safety educational initiative designed to lower pleasure boater fatalities. Evidence of public affairs campaigns to include in the community relations section may include billboards, pamphlets, speaking engagements to boating clubs and trip reports to local marinas. Initiatives like this are also great examples of teamwork, since auxiliary personnel may conduct much of this campaign.
  - c. Examples of support material units are encouraged, to include: letters of appreciation from social, civic and community associations; a copy of a formalized education partnership directive or plan; or proof of a unit's members volunteering for, and/or participating in a community event or concern.
7. Web site section. Many Coast Guard units are effectively deploying unit web sites as internal and external information vehicles and managing a unit web site is a strong indication of a unit's public affairs initiative. However, managing a unit web site understandably places a significant drain upon unit staffing resources. In recognition of this significant commitment, units that manage a web site can submit samples of it in a

fourth section entitled “web site.” Be assured that not having or managing a unit web site will not detract from the unit submission. Units can submit the following support material to represent their web sites.

- a. Units using web sites for their outreach programs should include a summary discussing:
  - 1) The unit web site mission or purpose, development history, whether the principal webmaster is a unit member, the target audience, the type of information that can be found on the site, the URL address and links to other web sites or pages.
  - 2) If a unit records web site hits, include a printed report from an approved program recording the total number of hits and the number of hits specifically to the web site index page in the summary.
- b. Include a hard copy of the web site index page and other pertinent pages depicting information and links.

**Judging.** Judging will be conducted at Coast Guard Headquarters during March 2003. Commandant (G-IPA) will select a five-person judging panel to evaluate CDR Jim Simpson Award entries. This panel may include, but is not limited to, Coast Guard service members, Reservists and Auxiliaries, Defense Information School instructors, and members of academia, civilian media and professional organizations. Criteria for panel selection will be experience as a public affairs professional and the ability to judge submissions objectively. The panel will select one First-Place entry and two Honorable Mentions for each category. Finalists will be published in a future ALCOAST. Plaques will be awarded to the First-Place entrants and each Honorable Mention.

1. The judging panel will evaluate a unit's:
  - a. Initiative. The degree to which a unit created opportunities to tell its story through the news media, through participation in community activities and to its Coast Guard family. Units that take a more active posture to informing internal and external audiences will rate higher than those units practicing a more passive approach to public affairs. A great example of a unit exercising initiative is a public affairs campaign directed at raising awareness of a specific issue to a specific group of publics.
  - b. Consistency. A unit should show a consistent effort in all three public affairs activities throughout the entire year. It is possible that a significant event changes command philosophy during a calendar year (change of command, significant news event, etc.) and the unit then shows a consistent effort after that event. If so, units are encouraged to discuss the event and how it affected the unit's public affairs approach in the submission cover letter.

- c. Imagery. The quality and amount of video and still photographs a unit captured of their cases and events that successfully augmented efforts in all three public affairs activities. The judging panel will evaluate images that generated news media coverage and were captured in television news reports and newspapers stories; images published in *Coast Guard* magazine; or, whether the unit posts images to a morale board. The panel will also evaluate the overall extent to which units fulfill the Commandant's imperative of increasing Coast Guard visibility by making imagery capture part of their total mission.
- d. Team participation. The degree to which the entire unit -- including active duty, Reservists and Auxiliarists -- participated in telling the Coast Guard story.

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